

**ELECTRONIC SALES SYSTEM AND METHOD
FOR PRICE BARGAINING**

Abstract of the Disclosure

Disclosed are an electronic commerce system and a method for negotiating a price on a network. The system has a negotiation management server for controlling a series of functions for price negotiations between first and second clients; a price negotiation engine including a registration module for registering goods data and negotiation environment data, a negotiation progress module for progressing the price negotiations between the first and second clients and a calculation module for calculating the degree of negotiation intention; and a database server for storing information on sellers and purchasers, data on registered goods, registered goods information on negotiation environment data, trade details and approval details. The present invention provides reasonable electronic commerce by deciding a trade price through 1 to 1 price negotiations between seller and purchasers on the network and allows simpler goods registration.

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